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Raving Fans!: Revolutionary Approach to Customer Service (New edition)

By Kenneth H. Blanchard, Sheldon Bowles

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, Raving Fans!: Revolutionary Approach to Customer Service (New edition), Kenneth H. Blanchard, Sheldon Bowles, With a new foreword by Ken Blanchard A straightforward and snappy guide to successful customer service from the author of the bestselling The One Minute Manager. Raving Fans, in a nutshell, is the advice given to a new Area Manager on his first day - in an extraordinary business book that will help everyone, in every kind of organisation or business, deliver stunning customer service and achieve miraculous bottom-line results. Raving Fans is written in the parable style of The One Minute Manager and uses a brilliantly simple and charming story to teach how to define a vision, learn what a customer really wants, institute effective systems, and make Raving Fan Service a constant feature - not just a passing fad. Business is in the midst of a service crisis that has left millions of disillusioned customers in its wake. Raving Fans includes startling new tips and innovative techniques that can help anyone create a revolution in any workplace - and turn their customers into raving, spending fans.



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Reviews

Extensive information for book fans. It is written in basic words and never hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- *Otis Wisoky*

This publication is great. It is full of wisdom and knowledge You will not really feel monotony at any time of the time (that's what catalogs are for relating to when you ask me).

-- *Dr. Everett Dicki DDS*